

Zeitschrift: Helvetia : magazine of the Swiss Society of New Zealand
Band: 62 (1996)
Heft: [1]

Artikel: HERO in German hands
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-944825>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 15.10.2024

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

CLASSIFIED ADVERTISEMENTS

SPILLMAN AUTOMOTIVE LTD.

All types of Vehicles Serviced and Re-
paired. All associated Services available
incl. Electronic tuning, Fuel Injection, WOF
Clutch & Brake, Exhaust, Transmission etc.

10% discount with this add!

Ph. 09 634-4600 Auckland

THIS MONTH'S SPECIAL

Venison Salamis, Venison Sau-
sages. Contact Appenzell Deer Farm

Ph. 09 524-8899, Auckland.

"YOUR" SWISS TIME SERVICE CENTRE

We restore and repair all top Brands
Antique and Modern Watches and
Clocks. We also pay you cash for your
unwanted time pieces.

**Swiss Time Service Centre P.O. Box 3751
Auckland, Fax and Phone 09/ 832-3518**

10% discount for Swiss Club members.

SWISS TELECOM CATCHING UP

As far as telephone communications
are concerned, New Zealand is far
ahead on Switzerland. Under the name
"Swiss Freecall", Swiss Telecom have
just announced the introduction of the
0800 free calling system for both do-
mestic as well as international calls.

We have had this service in New
Zealand for several years already, so
we can be a bit "blasés" about all this.

Another peculiarity: All the new Swiss
Telecom services seem to have Eng-
lish names. Either the Swiss languages
are so poor that there are no equivalent
terms available or the Swiss civil serv-
ants have become tired of having to
translate all these new electronic inven-
tions into four different languages. So
English has become an easy substitute.

HERO IN GERMAN HANDS

HERO Lenzburg, Switzerland's larg-
est canned food manufacturer has been
sold out by its majority shareholders to
the German food giant Schwartauer
Werke near Lübeck.

One of the main reasons for this
move was that HERO needed an infu-
sion of capital not only to maintain and
expand its market share in the countries
in which it is already established, but
also to penetrate new markets. Whilst
HERO is well established in Switzer-
land, Great Britain, The Netherlands
and Spain, the food products of
Schwartauer Werke hold strong posi-
tions in Germany, France and the USA.

If undelivered please return to:

The Secretary of the Swiss Society of New Zealand (Inc.),
122A Waipuna Road East, Mt. Wellington, Auckland

Postage paid
Auckland NZ
Permit No: 5844

Benkert Marianne
Croydon Road
RD 24
Stratford

(Registered at the G.P.O. Wellington as a Magazine)
Monthly Publication of the Swiss Society of New Zealand (Inc.)
Group New Zealand of the Helvetic Society

So the two firms complement them-
selves very well.

The North German Arend Oetker
who owns 95% of the capital of
Schwartauer Werke has now also be-
come HERO's new main shareholder.
Assurances have been given by HE-
RO's new Board of Directors that noth-
ing will change within the company, but
the fact remains nevertheless that an-
other Swiss "institution" has slipped into
foreign hands.

NEBELSPALTER

There is hardly a Swiss anywhere in
the world who has never heard of the
famous satirical weekly magazine, the
NEBELSPALTER. Generations of read-
ers loved its jokes, its barbed wit, its
humorous and sometimes acid attacks
on bureaucracy and government de-
partments and officials. It seemed that
the Nebelspalter was able to coax a
joke out of every event, whether local or
international and find a funny side to any
given situation.

But times are changing and like many
other publications, the 120 year old
Nebelspalter became victim of the
changes in taste of its readers. Over the
past few years, subscriptions to the
magazine have dropped steadily to a
point where the possibility of the
Nebelspalter going totally out of busi-
ness was considered by Löpfe-Benz
AG, the printing and publishing firm that
owns the magazine.

However, as a last try to save it, the
publishers have decided that as from
January 1996, the Nebelspalter will only
appear monthly instead of weekly as up
to now. We sincerely trust that this move
will be successful as it would be a real
shame, should the Nebelspalter disap-
pear for ever.

INTERNATIONAL RED CROSS

The International Red Cross Com-
mittee is expecting to receive a further
10 million SFR from the Swiss Govern-
ment to be able to balance its books.
The total annual contribution to the Red
Cross by the Swiss Government
amounts to some 90 million SFR, with a
further 5 million on top of that for 1996.

On the other hand, the International
Red Cross Committee just spent 16
million SFR in putting up another build-
ing in order to overcome the chronic
shortage of space due to its ever in-
creasing staff.

The worrying thought comes to mind
as to whether the Red Cross could
perhaps be spending too much money
on its own internal administration rather
than in aiding the needy.



AVAILABLE NOW!
**New Zealand's finest
Delicatessen
Meats**



Continental Frying/Boiling
Sausages · Specialty Meats
Meat Loaves · Smoked Meats
Cold Cuts · Salamis

2 7 4 4 4 5 5

FAX: 2 7 4 1 2 0 3